00:15:00

## **ORDER**

Orders Order / Rev: 706611 06278654 Alt Order #: OBAMA FOR AMERICA Product Desc: WKYC Estimate: 1536 09/04/12 - 09/10/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: 08/21/12 / 08/21/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru:

Bill Plan

Priority:

**Product Codes:** 

Revenue Codes:

## Totals

Order Separation:

Advertiser External ID:

Agency External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
09/03/12	09/09/12	155	\$86,550.00	\$73,567.50	September 2012	180	\$100,200.00	\$85,170.00	0.00
09/10/12	09/16/12	25	\$13,650.00	\$11,602.50	Totals	180	\$100,200.00	\$85,170.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

PL-Presidential, Political, PL-Federal

P-5

AGY, GEN, POL

Order Share	Share	Total
WKYC	32%	\$100,200.00
Market	100%	\$313,125.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	21%	\$65,756.25
WJW	30%	\$93,937.50
WOIO	15%	\$46,968.75
WUAB	2%	\$6,262.50

	Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	1 WKY	C 09/04/	12 09/07/12	Days of Our Lives Days of Our Lives	_	1p-2p	- TWTF	:30	4	\$200.00 P-5	0.00 NM	4	\$800.00
	_	Start Date 09/03/12	End Date 09/09/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$200.00	Rating 0.00						
_	2 WKY	C 09/04/	12 09/07/12	M-F 11a-1230p 11a-1230p	СМ	11a-1230p	- TWTF	:30	4	\$100.00 P-5	0.00 NM	4	\$400.00
	_	Start Date 09/03/12	End Date 09/09/12	Weekdays - TWTF	Spots/Week 4	<u>Rate</u> \$100.00	Rating 0.00						
_	3 WKY	C 09/04/	12 09/07/12	Tonight Show Tonight Show	СМ	1135p-1237a	a - TWTF	:30	4	\$450.00 P-5	0.00 NM	4	\$1,800.00
_	-	Start Date 09/03/12	End Date 09/09/12	Weekdays - TWTF	Spots/Week 4	Rate \$450.00	Rating 0.00						

Print Date: 08/21/12 17:02:51 Page 2 of 6

Order / Rev: 706611 Advertiser: Obama/D/President

Alt Order #: 06278654 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/04/12 - 09/10/12 Estimate: 1536

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
4 WKYC	09/04/1	2 09/07/12	M-F 10-11a M-F 10-11a	СМ	10a-11a	- TWTF	- :30	4	\$100.00 P-5	0.00 NM	4	\$400.00
Sta Week: 09/	rt Date	End Date 09/09/12	Weekdays - TWTF	Spots/Week 4	Rate \$100.00	Rating 0.00						
		2 09/07/12	Late Night	CM	1237a-136a	- TWTF	- :30	4	\$150.00 P-5	0.00 NM	4	\$600.00
2	. 5 .	<b>5</b> 15 .	Late Night w/Jimi	•	5.	5. ()						
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	<u>Weekdays</u> - TWTF	Spots/Week 4	Rate \$150.00	Rating 0.00						
6 WKYC	09/04/1	2 09/07/12	M-F 11a-1230p	CM	11a-1230p	- TWTF	- :30	4	\$200.00 P-5	0.00 NM	4	\$800.00
Sta	rt Date	End Date	11a-1230p Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	- TWTF	4	\$200.00	0.00						
7 WKYC	09/04/1	2 09/07/12	Last Call w/Carso	CM on Dalv	135a-205a	- TWTF	- :30	4	\$50.00 P-5	0.00 NM	4	\$200.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	- TWTF	4	\$50.00	0.00	00		\$000.00 B.F	0.00 NIM		<b>#</b> 000 00
8 WKYC	09/04/1	2 09/07/12	M-F 2-3p Rachel Ray	СМ	2-3p	- TWTF	- :30	4	\$200.00 P-5	0.00 NM	4	\$800.00
Sta Week: 09/	rt Date	End Date 09/09/12	Weekdays - TWTF	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
		2 09/09/12		CM	3p-4p	- TWTF	- :30	6	\$200.00 P-5	0.00 NM	6	\$1,200.00
			The Doctors		-r ·r				<b>*</b>			* -,=
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	<u>Weekdays</u> - TWTF	Spots/Week 6	Rate \$200.00	Rating 0.00						
		2 09/07/12	•	CM	4p-5p	- TWTF	- :30	6	\$300.00 P-5	0.00 NM	6	\$1,800.00
Sta	rt Date	End Date	Ellen Degeneres Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	- TWTF	6	\$300.00	0.00						
11 WKYC	09/04/1	2 09/07/12	M-F 430a-5a 430a News	СМ	430a-5a	- TWTF	- :30	4	\$50.00 P-5	0.00 NM	4	\$200.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12 2 09/07/12	- TWTF	CM	\$50.00 5a-6a	0.00 - TWTF	- :30	8	\$50.00 P-5	0.00 NM	8	\$400.00
12 WICTO	03/04/1	2 03/01/12	Channel 3 News	_	5a-0a	11111	.50	Ü	ψ30.001 3	0.00 14101		ψ+00.00
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	Weekdays - TWTF	Spots/Week 8	<u>Rate</u> \$50.00	Rating 0.00						
13 WKYC	09/04/1	2 09/07/12	M-F 5-6p	СМ	5p-6p	- TWTF	- :30	5	\$500.00 P-5	0.00 NM	5	\$2,500.00
Sta	rt Date	End Date	Dr. Phil <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/	03/12	09/09/12	- TWГF	5	\$500.00	0.00						
14 WKYC	09/04/1	2 09/07/12	M-F 6-630p Channel 3 News	CM at 6p	6p-630p	- TWTF	- :30	6	\$750.00 P-5	0.00 NM	6	\$4,500.00
	rt Date	End Date	<u>Weekdays</u> - TWTF	Spots/Week	Rate	Rating						
Week: 09/0		09/09/12 2 09/07/12		CM	\$750.00 6a-7a	0.00 - TWTF	- :30	8	\$400.00 P-5	0.00 NM	8	\$3,200.00
			Channel 3 News	Today @ 6AM	1							. ,
Sta Week: 09/	rt Date	End Date 09/09/12	<u>Weekdays</u> - TWTF	Spots/Week 8	Rate \$400.00	Rating 0.00						
		2 09/07/12	Nightly News	СМ	M-Su 6:28p-		- :30	6	\$1,500.00 P-5	0.00 NM	6	\$9,000.00
Sta	rt Date	End Date	Nightly News Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	- TWTF		\$1,500.00	0.00						
17 WKYC	09/04/1	2 09/07/12	M-F 7-730p Channel 3 News	CM at 7P	7-730p	- TWTF	- :30	6	\$750.00 P-5	0.00 NM	6	\$4,500.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	- TWTF	6	\$750.00	0.00	.00	10	£400.00 D. 5	0.00 NB4	40	<b>#6 400 00</b>
10 WKYC	09/04/1	2 09/07/12	M-F 7-9a Today Today Show	СМ	7a-9a	- TWTF	- :30	16	\$400.00 P-5	0.00 NM	16	\$6,400.00
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

Print Date: 08/21/12 17:02:51 Page 3 of 6

Order / Rev: 706611 Advertiser: Obama/D/President

Alt Order #: 06278654 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/04/12 - 09/10/12 Estimate: 1536

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
18 WKYC 09/04/1	2 09/07/12	M-F 7-9a Today Today Show	СМ	7a-9a	- TWTF	:30	16	\$400.00 P-5	0.00 NM	16	\$6,400.00
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays - TWTF	Spots/Week	Rate \$400.00	Rating 0.00						
19 WKYC 09/04/1		M-F 730-8p Entertainment To	CM	730-8p	- TWTF	:30	4	\$750.00 P-5	0.00 NM	4	\$3,000.00
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays - TWTF	Spots/Week 4	<u>Rate</u> \$750.00	Rating 0.00						
20 WKYC 09/04/1				9a-10a	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays - TWTF	Spots/Week 8	Rate \$200.00	Rating 0.00						
21 WKYC 09/04/1		LN (M-Su)	CM	11P-1135P	- TWTF	S- :30	7	\$950.00 P-5	0.00 NM	7	\$6,650.00
Start Date	End Date	Late News (M-Su <u>Weekdays</u> - TWTFS-	Spots/Week 7	Rate	Rating						
Week: 09/03/12 22 WKYC 09/07/1	09/09/12	Fri Prime C	CM	\$950.00 10-11p	0.00 F	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Start Date	End Date	Fri Prime C  Weekdays F	Spots/Week	Rate	Rating						
Week: 09/03/12 23 WKYC 09/10/1	09/09/12 2 09/10/12	Mon Prime Other	CM	\$1,500.00 Various	0.00 M	:30	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
Start Date	End Date	Monday Prime O Weekdays	ther Spots/Week	(8:00 PM-10:0 Rate	00 PM) <u>Rating</u>						
Week: 09/10/12 24 WKYC 09/08/1	09/16/12 2 09/09/12	M EN (Sa-Su)	CM	\$5,000.00 6P-7P Sa/Su	0.00	SS :30	2	\$500.00 P-5	0.00 NM	2	\$1,000.00
Start Date	End Date	Early News (Sa-S Weekdays	Su) Spots/Week	(6:00 PM-6:30 Rate	0 PM) Rating						
Week: 09/03/12	09/09/12	SS	2	\$500.00	0.00						
25 WKYC 09/08/1	2 09/08/12	Sat 1030a-11a Sat 1030-11a	СМ	Sat 1030-11a	a	S- :30	1	\$100.00 P-5	0.00 NM	1	\$100.00
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays S-	Spots/Week 1	Rate \$100.00	Rating 0.00						
26 WKYC 09/08/1	2 09/08/12	630A-7A Chris Matthews S	CM Show	630a-7a		S- :30	1	\$200.00 P-5	0.00 NM	1	\$200.00
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays S-	Spots/Week 1	Rate \$200.00	Rating 0.00						
27 WKYC 09/08/1	2 09/08/12	Sat 7-8p Sat 7-8p	СМ	7-8p		S- :30	1	\$400.00 P-5	0.00 NM	1	\$400.00
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
Spot Ch Date Ra	nge <u>D</u>	escription	Star	/End Time	0.00	Weekdays			Rtg Type		
1 <i>NK</i> YC 09/08/12 See MG 27.	.2	•	7-8p			S	a	:30 <del>(\$400.00)</del>	0.00 <i>NM</i>		
	ige] notre da 2-09/09/12 N	me lotre Dame Footba	II Notr	e Dame Foott		S	a	:30 \$400.00	0.00 NM		
→ MG for 27.1	09/08										
28 WKYC 09/08/1	2 09/08/12	SAT TDY NBC Today Show	CM v (Sa)	7a-9a		S- :30	2	\$350.00 P-5	0.00 NM	2	\$700.00
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays	Spots/Week 2	Rate \$350.00	Rating 0.00						
29 WKYC 09/08/1			CM	8-9p (8:00 PM-9:00		S- :30	1	\$900.00 P-5	0.00 NM	1	\$900.00
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays	Spots/Week	Rate \$900.00	Rating 0.00						
30 WKYC 09/08/1		Sat 9-1030a	CM	9a-1030a		S- :30	3	\$350.00 P-5	0.00 NM	3	\$1,050.00
Start Date	End Date	Channel 3 News Weekdays	9am Sat Spots/Week	Rate	Rating						
Week: 09/03/12	09/09/12	S-	3 CM	\$350.00	0.00	C 00	4	¢4 500 00 D 5	0.00 1114	_	Φ4 F00 00
31 WKYC 09/09/1	∠ 09/09/12		CM	1030a-1130a	1	- S :30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00

Print Date: 08/21/12 17:02:51 Page 4 of 6

Order / Rev: 706611 Advertiser: Obama/D/President

1 NKYC 09/03/12-09/09/12 Tues Prime Other

End Date

09/09/12

Tue Prime A

Weekdays

N44 WKYC 09/04/12 09/04/12 Tue Prime A

Start Date

Week: 09/03/12

Alt Order #: 06278654 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/04/12 - 09/10/12 Estimate: 1536

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Meet the Press Meet the Press Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 09/03/12 09/09/12 \$1,500.00 0.00 32 WKYC 09/09/12 09/09/12 Browns Pre-Game Hudd@M 1130a-12p ----S :30 \$950.00 P-5 0.00 NM \$950.00 Browns Pre-Game Huddle Weekda<u>ys</u> **End Date** Start Date Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$950.00 0.00 33 WKYC 09/09/12 09/09/12 Su 12-1230p CM 12-1230p /Su ----S :30 \$100.00 P-5 0.00 NM \$100.00 Channel 3 News at Noon Su Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/03/12 ----S \$100.00 09/09/12 0.00 34 WKYC 09/09/12 09/09/12 5A-530A СМ 5a-530a ----S :30 \$125.00 P-5 0.00 NM \$125.00 Hometime Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$125.00 0.00 35 WKYC 09/09/12 09/09/12 530A-6A СМ 530a-6a ----S :30 \$125.00 P-5 0.00 NM \$125.00 America's Black Forum Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 - - - - S 0.00 \$125.00 NFL Pregame Show NFL Pre-Game :30 \$1,000.00 P-5 0.00 NM 36 WKYC 09/09/12 09/09/12 CM \$1,000.00 NFL Pre-Game (7:00 PM-8:00 PM) Weekdays Start Date **End Date** Spots/Week Rate Rating 09/09/12 ---S Week: 09/03/12 0.00 1 \$1,000.00 37 WKYC 09/09/12 09/09/12 NFL Pregame Show 1 \$1,000.00 P-5 CM NFL Pre-Game :30 0.00 NM \$1,000.00 NFL Pre-Game (7:00 PM-8:00 PM) Start Date **End Date** Weekdays Spots/Week Rate Rating ----S Week: 09/03/12 09/09/12 \$1,000.00 0.00 38 WKYC 09/09/12 09/09/12 NFL Regular Season Fo@M NFL Football ----S :30 2 \$3,500.00 P-5 0.00 NM 2 \$7,000.00 NFL Football (8:00 PM-11:00 PM) Start Date **End Date** Weekdays Spots/Week Rate Rating 09/09/12 ----S Week: 09/03/12 2 \$3,500.00 0.00 39 WKYC 09/09/12 09/09/12 SUN TDY CM 8a-9a :30 \$350.00 P-5 0.00 NM 2 \$700.00 NBC Today Show (Su) Start Date Rate **End Date** Weekdays Spots/Week Rating - - - - S Week: 09/03/12 09/09/12 \$350.00 0.00 40 WKYC 09/09/12 09/09/12 Sun 9-1030a CM 9a-1030a ----S :30 3 \$350.00 P-5 0.00 NM \$1.050.00 3 Channel 3 News Sun 9a Start Date **End Date** Weekdays Rating Spots/Week Rate Week: 09/03/12 09/09/12 ---S 3 \$350.00 0.00 41 WKYC 09/06/12 09/06/12 Thu Prime C CM 10-11p ---T---:30 1 \$2,800.00 P-5 0.00 NM \$2,800.00 Thu Prime C Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 ---T---\$2,800.00 0.00 42 WKYC 09/06/12 09/06/12 Thu Prime A СМ - - - T- - -1 \$1,800.00 P-5 0.00 NM 8-9p .30 \$1,800.00 Thu Prime A Start Date Weekdays Spots/Week **End Date** Rate Rating Week: 09/03/12 09/09/12 - - - T- - -\$1,800.00 0.00 N43 WKYC 09/04/12 09/04/12 Tue Prime C СМ - T- - - -\$2,500.00 P-5 10-11p :30 0.00 NM \$2,500.00 Tue Prime C Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 09/03/12 09/09/12 - T- - - -1 \$2,500.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type

Various

8-9p

1 \$2,800.00

Rate

CM

Spots/Week

- T- - - - -

:30

- T- - - -

Rating

0.00

:30

\$2,500.00

1 \$2,800.00 P-5

0.00 NM

0.00 NM

\$2,800.00

Print Date: 08/21/12 17:02:51 Page 5 of 6

Order / Rev: 706611 Advertiser: Obama/D/President

Alt Order #: 06278654 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 09/04/12 - 09/10/12 Estimate: 1536

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount N44 WKYC 09/04/12 09/04/12 Tue Prime A \$2,800.00 8-9p - Т-\$2,800.00 P-5 0.00 NM Tue Prime A Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 - T- - -1 \$2.800.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 NKYC 09/03/12-09/09/12 Tue Prime A 8-9p :30(\$2.800.00) 0.00 NM See MG 44.2 2 NKYC 09/03/12-09/09/12 Tues Prime Other Various - T- - - - - - -:30 \$2,800.00 0.00 NM (h) MG for 44.1 09/04 45 WKYC 09/05/12 09/05/12 NFL Kickoff Special СМ - - W- - - -:30 \$1.000.00 P-5 0.00 NM \$1,000.00 Various NFL Kickof Special (8:00 PM-9:00 PM) Weekdays Spots/Week Start Date Rating **End Date** Rate - - W- - - -Week: 09/03/12 09/09/12 \$1,000.00 0.00 46 WKYC 09/05/12 09/05/12 Wed Prime B СМ 9-10p - - W- - - -:30 \$2,000,00 P-5 0.00 NM \$2,000.00 (9:00 PM-10:00 PM) Wed Prime B Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/03/12 09/09/12 - - W- - - · \$2,000.00 0.00 47 WKYC 09/05/12 09/05/12 NFL Regular Season Fo6M NFL Football - - W- - - -:30 \$3.500.00 P-5 0.00 NM \$3.500.00 1 NFL Football (9:00 PM-11:00 PM) Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/03/12 09/09/12 - - W- - - -\$3,500.00 0.00 48 WKYC 09/10/12 09/10/12 Days of Our Lives CM 1p-2p M----:30 \$200.00 P-5 0.00 NM \$200.00 1 Days of Our Lives Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 M----\$200.00 0.00 49 WKYC 09/10/12 09/10/12 M-F 11a-1230p M- - - - -:30 \$100.00 P-5 0.00 NM CM 11a-1230p 1 \$100.00 1 11a-1230p Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 09/10/12 09/16/12 M- - - - -\$100.00 0.00 50 WKYC 09/10/12 09/10/12 СМ M- - - - -:30 \$450.00 P-5 0.00 NM **Tonight Show** 1135p-1237a 1 \$450.00 1 Tonight Show Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 M- - - - -\$450.00 0.00 51 WKYC 09/10/12 09/10/12 M-F 10-11a \$100.00 P-5 CM 10a-11a M----:30 1 0.00 NM 1 \$100.00 M-F 10-11a Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 \$100.00 0.00 52 WKYC 09/10/12 09/10/12 Late Night СМ 1237a-136a :30 M- - - - -1 \$150.00 P-5 0.00 NM \$150.00 Late Night w/Jimmy Fallon Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 M- - - - -\$150.00 0.00 53 WKYC 09/10/12 09/10/12 M-F 11a-1230p :30 \$200.00 P-5 CM 11a-1230p M- - - - -1 0.00 NM 1 \$200.00 11a-1230p Start Date **End Date** Weekdays Rating Spots/Week Rate Week: 09/10/12 09/16/12 \$200.00 0.00 СМ 54 WKYC 09/10/12 09/10/12 :30 1 \$50.00 P-5 Last Call 135a-205a M- - - - -0.00 NM \$50.00 Last Call w/Carson Daly (1:35 AM-2:05 AM) Start Date Spots/Week Rating **End Date** Weekdays Rate Week: 09/10/12 09/16/12 \$50.00 0.00 55 WKYC 09/10/12 09/10/12 \$200.00 P-5 M-F 2-3p CM 2-3p M- - - - -:30 1 0.00 NM 1 \$200.00 Rachel Ray Weekda<u>ys</u> Spots/Week End Date Rating Start Date Rate Week: 09/10/12 09/16/12 M- - - -0.00 \$200.00 56 WKYC 09/10/12 09/10/12 M-F 430a-5a CM 430a-5a M- - - - -:30 1 \$50.00 P-5 0.00 NM \$50.00 430a News Start Date Weekdays Spots/Week Rating End Date Rate Week: 09/10/12 09/16/12 M- - - -\$50.00 0.00 57 WKYC 09/10/12 09/10/12 M-F 5-6a CM 5a-6a M- - - - -:30 2 \$50.00 P-5 0.00 NM 2 \$100.00 Channel 3 News @ 5AM

Print Date: 08/21/12 17:02:51 Page 6 of 6

Order / Rev: 706611

Obama/D/President Advertiser:

Alt Order #: 06278654

Flight Dates:

Product Desc: OBAMA FOR AMERICA

09/04/12 - 09/10/12 Estimate:

WKYC 1536

	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time D	ays	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
	57 WKYC	09/10/1	2 09/10/12	M-F 5-6a	CM	5a-6a	M		:30	2	\$50.00 P-5	0.00 NM	2	\$100.00
Channel 3 News @ 5AM														
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
_	Week: 09/		09/16/12	M	2	\$50.00	0.00							
	58 WKYC	09/10/1	2 09/10/12	M-F 5-6p Dr. Phil	СМ	5p-6p	M		:30	1	\$500.00 P-5	0.00 NM	1	\$500.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
_	Week: 09/	10/12	09/16/12	M	1	\$500.00	0.00							
	59 WKYC	09/10/1	2 09/10/12	M-F 6-630p	CM	6p-630p	М		:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
				Channel 3 News	at 6p									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
_	Week: 09/		09/16/12	M	1	\$750.00	0.00							
	60 WKYC	09/10/1	2 09/10/12	M-F 6-7a	CM	6a-7a	М		:30	2	\$400.00 P-5	0.00 NM	2	\$800.00
				Channel 3 News										
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
_	Week: 09/		09/16/12	M	2	\$400.00	0.00							
	61 WKYC	09/10/1	2 09/10/12	Nightly News Nightly News	СМ	M-Su 6:28p	o-7p M		:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
_	Week: 09/	10/12	09/16/12	M	1	\$1,500.00	0.00							
	62 WKYC	09/10/1	2 09/10/12	M-F 7-730p	CM	7-730p	М		:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
				Channel 3 News	at 7P									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
_	Week: 09/		09/16/12	M	1	\$750.00	0.00							
	63 WKYC	09/10/1	2 09/10/12	M-F 7-9a Today	CM	7a-9a	M		:30	4	\$400.00 P-5	0.00 NM	4	\$1,600.00
				Today Show										
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
_	Week: 09/		09/16/12	M	4	\$400.00	0.00							
	64 WKYC	09/10/1	2 09/10/12	M-F 730-8p	CM	730-8p	M		:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
				Entertainment To	0									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
_	Week: 09/		09/16/12	M	1	\$750.00	0.00							
	65 WKYC	09/10/1	2 09/10/12	M-F 9-10a Today	II CM	9a-10a			:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
	_			Today Show II		(9:00 AM-10	,							
		rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating							
=	Week: 09/	10/12	09/16/12	IVI	2	\$200.00	0.00							
												Totale	180	\$100,200,00

180 \$100,200.00 Totals